

Gluten Free: A Food Trend That Is Here to Stay

Issue 2, 2013

Certified



As gluten intolerances and gluten-free diets have become more prevalent, restaurants and retail brands alike have been challenged to the task of creating meals that accommodate special dietary needs and preferences. While certain gluten-free alternative grain foods have appeared on menus before, restaurateurs and retail professionals are aiming to offer exciting and flavorful gluten-free snacks, appetizers, entrees and desserts and to use new ingredients to create modified favorites.

According to NPD Group, a marketing research firm, nearly a third of adults in the United States are reducing or eliminating gluten consumption, and also demanding that restaurants offer gluten-free options. The firm stated, "Interest in gluten-free menu items at restaurants also is growing. The incidence of consumers ordering food labeled as gluten-free or wheat-free on the menu has grown and is more than double what it was over four years ago, representing more than 200 million restaurant visits in the last year" (*foodbusinessnews.net*, "NPD: 30% of Adults Looking for Gluten-Free Options"). The gluten-free menu trend was also listed as a leading trend for 2013 by well-known firms including Sterling Rice Group and Andrew Freeman & Co.

Food manufacturers are also following suit. A *Time Business* article said, "An increasing number of food manufacturers have risen to the challenge of producing more gluten-free products, and the category is big business. Market research company, Packaged Facts, said in a report last fall the gluten-free market in the United States was \$4.2 billion last year. It predicts that the category will grow to \$6.6 billion by 2017" (*business.time.com*, "Why We're Wasting Billions on Gluten-Free Food"). With restaurant and retail professionals creating great tasting options to stay on trend, they're also looking to innovative and high-quality ingredients.

For pastries and other baked goods, almond flour has become a popular alternative to wheat flours. Likewise, rice pasta has replaced regular pasta and rice flour is used to make breads and even pizza crusts. While food industry professionals are reaching for different base ingredients, they're also creating culinary chic and flavorful foods by using fine-quality

ingredients, like Nielsen-Massey Vanilla Products and Fine Flavors. All of Nielsen-Massey products are Gluten-Free Certified by The Gluten-Free Certification Organization (GFCO), a program of The Gluten Intolerance Group. Look to Nielsen-Massey products for creating flavorful and gluten-free items!



Vanilla-Scented Poached Salmon with Vanilla-Champagne Glaze

For this recipe, or other gluten-free recipe ideas, visit nielsenmassey.com.

Upcoming Trade Shows

Summer Fancy Food Show
June 30-July 2
New York, NY
Booth #736

American Culinary Federation
July 21-25
Las Vegas, NV

Pastry Live
August 25-27
Atlanta, GA

NICRA Convention
November 5-7
St. Louis, MO

PLMA
November 16-19
Rosemont, IL

Food Ingredients Europe
November 19-21
Frankfurt, Germany
Booth #9823

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Vanilla vine



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Nielsen-Massey Proudly Introduces Certified Organic Fairtrade Vanilla

Nielsen-Massey will begin offering Certified Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract to retail, foodservice and industrial customers during June of 2013. Nielsen-Massey is the first vanilla manufacturer to offer a product of this kind. With the same flavor and quality as our traditional extract, this product is also Fairtrade Certified and EU- and USDA-Certified Organic.

This premium quality Vanilla Extract is Fairtrade Certified by Fairtrade Canada, an international, nonprofit organization recognized by Fairtrade International. Fairtrade Certification ensures a consistent supply of products to customers, guarantees the vanilla beans that go into this product are grown ethically, and also that practices keep ecological impact at the forefront. This

certification safeguards small-scale farmers in developing countries to ensure they receive a fair price. Aside from protecting the producer, this certification also

monitors labor standards, which ensure farm workers are paid fairly and that health and safety measures are established. In regards to environmental factors, certification of this kind means sustainable farming. This is achieved by limiting agrochemicals, reducing waste, maintaining and enhancing the fertility and structure of soil, managing water resources to ensure conservation, preventing the use of fire that adversely affects natural systems, prohibiting the use of genetically modified

organisms in products and processing, and that energy, especially from non-renewable sources, is used minimally.

Certified Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract is Certified USDA-Organic by QAI (Quality Assurance International). QAI is a USDA-accredited agency, which follows the standards of the USDA's National Organic Program. This certification guarantees this product has met the USDA's federal regulations for organic.

Certified Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract is also All-Natural, Certified Kosher, Gluten-Free Certified and Allergen-Free. The Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract is available in 2, 4, 8 and 32 ounce bottles for retail. The product is available in 32 ounce bottles and gallons for foodservice, and is also available in gallons for industrial use.



NMV Employee Receives CFS Certification



Nielsen-Massey would like to congratulate Terry Schindeldecker, the company's Quality Control Manager of seven years, for becoming a Certified Food Scientist by The International Food Science

Certification Commission (IFSCC), a policy-making volunteer group created by the IFT Board of Directors. To earn this certification, Terry has met all requisites of the program by demonstrating his knowledge and skills pertaining to food science and by dedicating himself to lifelong learning within the field. Nielsen-Massey is proud to have such an accomplished professional as part of the team, and having well-qualified employees, like Terry, ensures high-quality products for our customers.

Chefs Showcase: Chef Karla Lawrence

What do you get when you mix entrepreneurial spirit and outstanding culinary talent? Chef Karla Lawrence, of course! Nielsen-Massey had the pleasure of working with her recently when she designed Beth Nielsen's vanilla orchid dress for the fashion show during the 'For the Love of Chocolate Scholarship Foundation Annual Gala,' and she was kind enough to share a bit about herself for this edition of the *Vanilla Vine*.

As the co-owner of two businesses, Chef Lawrence is also a single parent, and has had the task of balancing it all; and through it all, she has kept a can-do attitude. Having worked in the healthcare

and real estate industries previously, this Paducah, Kentucky-based chef told us that there is nothing else she could see herself doing other than working in the food and restaurant industry.

Chef Lawrence had always loved cooking, baking and making candies when she was a teenager. When she

wanted to pursue her dream of opening her own dessert boutique, she decided it was time to head back to school. While attending culinary school at the West Kentucky Community and Technical College in the ACF accredited Culinary Arts Program, she was a very involved student. During her time studying, she took on an internship with her current business partner, David Jones, at his catering company, Artisan Kitchen, where she was eventually promoted to executive chef, and is now co-owner.

Artisan Kitchen includes a storefront stocked with ready-made casseroles, salads, pizzas and side dishes, while it also includes a full bakery which features some of the beautiful and delicious cakes that Chef Lawrence crafts, along with cheesecakes, pies, cookies and other confections.



Beth Nielsen and Chef Lawrence at the 'For the Love of Chocolate Annual Gala'



Beth's sugar paste vanilla orchid corsage

Visit artisankitchen.net or find Artisan Kitchen and Shandies on Facebook!



Chef Karla Lawrence and her business partner, David Jones

Recently, Artisan Kitchen expanded to include a café where patrons could dine in. She and David are not only business partners, but also best friends, and in 2011 they opened their second business, Shandies, a modern gastro-pub with an international eclectic menu. Both Shandies and Artisan Kitchen are located in Paducah, Kentucky.

She and David also teach cooking classes at Artisan Kitchen, which Chef Lawrence loves to do. She explained, "Sharing my passion with others is the ultimate rush! To see others excited about learning and sharing my knowledge and experience is a great tool for creativity and inspiration for me, as well as others." In fact, sharing her passion with others is why she loves her job(s) so much.

"I love to cook! I lose track of time in the kitchen; it is my solace and refuge. David and I are both self-proclaimed passionate workaholics. Even when we hang out to just chill, we always talk about work and cooking... always," Chef Lawrence explained. And while she loves what she does, she admits that with her passion comes a lot of hard work.

Chef Lawrence offered some advice for aspiring chefs and restaurant professionals, and said, "Be ready to work...a lot! Be willing to give 200%. Know you will not always be right and be OK with that. It is a constant changing and learning process; there is nothing about running a business and taking charge of multiple employees that is easy. Become aware of your weaknesses and bring people in that can fortify and support that area. Keep your mind open and step back when necessary to see the whole picture; many times it's a panoramic view."

It's true, elbow grease and love go into all of the foods that Chef Lawrence creates, but she also turns to quality ingredients to create her great-tasting meals

and delectable desserts. That's why she uses Nielsen-Massey products. Chef Lawrence said, "I use Nielsen-Massey products for different things; the extract, the paste, the whole beans, the sugar, the powder. They are all used for different applications and flavor needs. I use the Rose, the Almond, the Lemon, Orange, Orange Blossom Water, Chocolate and Coffee Extracts. I sound like an advertisement, but seriously, they are amazing, pure and natural. I appreciate the true flavors and aromas you get from their products. Instantly you can tell they are made with care and by true culinary artisans."



Patio at Shandies

Chef Karla Lawrence's Tips for Infused Vanilla Oil

Infuse oils with vanilla beans for oiling skillets for pancakes and French toast, or brush it on a waffle iron for an extra depth of vanilla goodness!

Use neutral oils like grape seed or canola because they protect the flavor of the vanilla.

To make infused oil, split one vanilla bean into two cups of oil and let sit in a warm water bath for 30 minutes-1 hour.

Use for grilling fruits such as pineapple, peaches, apples and bananas.

Nielsen-Massey: Proud Recipient of the Bon Appétit Seal of Approval!



Nielsen-Massey recently received the Bon Appétit Seal of Approval for its Madagascar Bourbon Pure Vanilla Extract. The product was featured in the December 2012 issue as the best product in the vanilla extract category.

The popular consumer magazine described the product, saying, "You don't need us to tell you that using pure vanilla extract instead of imitation (which comes from coal tar) is worth the extra pennies. But not everything in those little glass bottles is the same. Nielsen-Massey, a third-generation family-run company, offers an aromatic extract derived from vanilla beans sourced from Madagascar, Mexico, or Tahiti (we find Madagascar to be the best all-purpose variety). Even with only a few drops at stake, there's no cookie, confection, or whipped cream you should make without it" (*Bon Appétit*).

Bon Appétit chooses its Seal of Approval brands by picking products that surpass all other related products in quality. The seal is decided upon with five key points: "the product makes a recipe more delicious, it is decisively better than the competition, it delivers consistent high-quality performance, it offers bang for the buck, it will stand the test of time and trends" (*bonappetit.com*).

"It is such an honor to receive this award," said Matt Nielsen, COO, "As a company, we take pride in the fact that all of Nielsen-Massey products meet our customers', and consumers', high standards, and receiving the Bon Appétit Seal of Approval for our Madagascar Bourbon Pure Vanilla Extract is a huge compliment."

Nielsen-Massey makes all of their products with the finest vanilla beans and natural ingredients to achieve the best possible quality. Nielsen-Massey is elated to have received this Seal of Approval for the Madagascar Bourbon Pure Vanilla Extract!

Netherlands Facility Grand Opening

Nielsen-Massey is pleased to announce that the newly renovated facility in Leeuwarden, The Netherlands, is expected to be completed in July of 2013. A special grand opening event will follow during the fall. Craig, Beth and Matt Nielsen will be in attendance at the event.

The space was acquired by Nielsen-Massey during 2012 and has since been under construction to meet the company's exact needs. After renovation, the company will have gone from 900 square meters to nearly 3,000 square meters and will replace the existing Leeuwarden plant. The new facility will include manufacturing and warehouse space.

"The new facility will help our company to better meet our customers' requirements and will help Nielsen-Massey to continue supplying the finest vanilla and flavor products abroad," commented Craig Nielsen.